

*Failing to plan is planning to fail.*

Statistics prove that people who have written strategic plans to guide their business achieve greater results. In this workshop, we dispel the myth that business planning is difficult. We believe in a simple, yet effective process, that will help you plan for the future. We'll also show you ways to align your people's goals to compliment your business goals.

The Business Planning workshop is for owners and high level managers who are ready to take their business to the next level. After completing this workshop you will have a strategic plan that will help you run your business more effectively and efficiently. Subjects include:

- ❑ Evaluating the current state of your business
- ❑ Developing a simple and effective business plan to help guide your business
- ❑ Setting goals "linked" to your business plan
- ❑ Conducting a competitive analysis
- ❑ Involving your team in the planning process to create ownership
- ❑ Using your business goals to assist in the writing of individual goals
- ❑ Tracking progress against your plan

By the end of this workshop you will:

1. Have a basic plan for your business
2. Have conducted a competitive analysis on an actual local business
3. Have conducted an actual needs analysis on your own business.
4. Have all of the tools and techniques necessary to keep your plan current and track results

*If you have no plan, this workshop is for you. If you have a plan, this workshop will make it stronger.*